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Attorney Docket No. 132.0005-00000  
Customer No. 22882

MAR 02 2009

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:	) Confirmation No.: 9772
Thomas P. Ivanyi	)
Serial No.: 09/944,348	) Group Art Unit: 2623
Filed: August 31, 2001	) Examiner: John R. Schnurr
For: SYSTEM AND METHOD FOR	)
MEASURING AND STORING	)
INFORMATION PERTAINING TO	)
TELEVISION VIEWER OR USER	)
BEHAVIOR	)

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

**AMENDMENT**

In reply to the Office Action dated August 28, 2008, the period for reply having been extended for three months by a request for extension and fee payment filed concurrently herewith, please amend the application as follows:

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2 of this paper.

**Remarks** begin on page 5 of this paper.